

Peter Sullivan, Mait.
7-01.5 New England
Care

The distributor: NEO Service,
 94 Pettaconsett Ave., Warwick,
 R. I. 02888.

The new weekly service for New England papers will include four editorial cartoons (three columns by six inches), a "New England Corner" cartoon giving column-like comment on New England news happenings (three columns by seven inches), six bi-weekly spots covering New England places and persons (one and two columns by one and one-half inches). Sports and various features will be issued periodically. All material will be in mat and reproduction form.

Tight-Knit Region

"Although Rand McNally shows six separate states in the northeast corner of the country, the inhabitants know there is but one, and it is called New England," said Neonna N. Sullivan, manager of NEO Service. "We believe that the people in this area 'think New England.'"

"Although our editorial cartoons will occasionally make a statement on national affairs, most of the time the subject matter will be of regional interest," she added. "The 'New England Corner' will be made up of the myriad of comical situations in which the individuals of the area become involved from week to week—including the Red Sox."

New England Will Get Its Own Cartoons

Editorial, news and sports cartoons will be produced exclusively for small and medium-sized New England newspapers by a new cartoon service.

The cartoons: Editorial, sports, illustrated column, spots of regional interest.

The cartoonist: Robert T. Sullivan.

The format: Weekly package of cartoon features.

The release: July 25.

